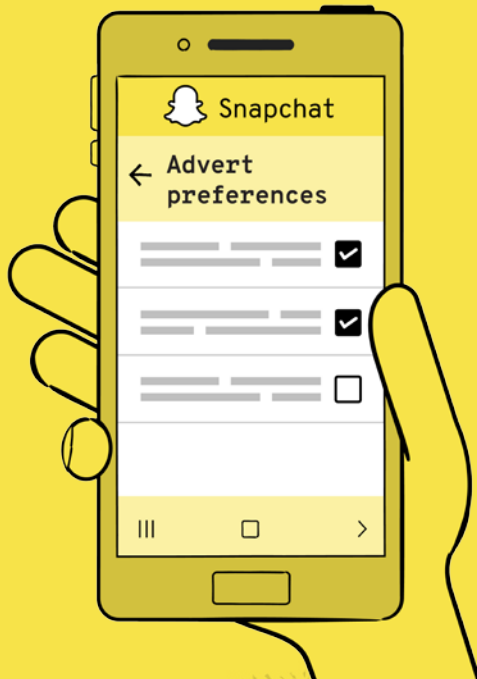


# How to view and change your advertising settings on Snapchat

## #BeDataAware

### View your advertising information

Snapchat shows you ads based on audience, activity, lifestyle categories and content interests. The data for these ads may be collected either on Snapchat or outside of the app. You can opt-out of some or all of these categories in the 'Ad Preferences' menu screen.



If you choose to disable the advertising features, you will still see ads, but they may be less relevant to you. Snapchat may still use the information you provide them and your activity on the app to show you ads.

